

IRI/PM SMOKERS DATABASE

PM DATABASE 25,000,000 Individuals

IRI Database 60,000 Households

IRI/PM Database 14,000 Households

IRI Consent HHs 8,000 Households

Next Consent Mailing Update is scheduled to go out
mid-November

All consent IRI	8270
IRI consent on PM database	14,203
IRI consent not on PM database	4,921

$$14,000 + 4,921 = 18,921$$

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